Fund for the Arts

ArtsMatch

Cultural Provider - Frequently Asked Questions

1. What is ArtsMatch?

ArtsMatch is an initiative of the Fund for the Arts that expands the capacity of Cultural Providers to create special arts-based projects to reach new audiences and invest in innovation. ArtsMatch

utilizes a crowdfunding platform to match donors to projects that are of interest to them. The Fund for the Arts maximizes support for the projects by matching the dollars raised.

2. What is everydayhero?

everydayhero is a secure and leading peer-to-peer fundraising platform and is dedicated to making giving easier, more accessible, and more enjoyable for people around the world. The projects selected for participation in ArtsMatch will have crowdfunding pages hosted on the everdayhero fundraising platform.

3. Is there a minimum or maximum amount an ArtsMatch project can cost?

Projects submitted for consideration should have a minimum total cost of $1,000. There is no maximum cost for proposed projects. Each selected project is eligible to receive matching funds between $500 and $10,000. Fund for the Arts will match dollar-for-dollar funds raised via the ArtsMatch crowdfunding platform (with the total matching funds not to exceed the lesser of one-half the total approved project budget or $10,000).

4. What types of projects will be considered for funding?

The Fund for the Arts expects to have various ArtsMatch funding cycles each year. Each cycle will have a primary funding priority, for example, arts in education, youth in arts, arts innovation, etc. Projects addressing the cycle's funding priority may be submitted for consideration. The Fund for the Arts will publish information on each cycle's funding priority prior to each funding cycle.

5. Who can apply for ArtsMatch funding?

Cultural Providers, i.e., artists, cultural groups, organizations, etc., with an arts-based project that addresses the funding cycle's priority are eligible to submit a project for consideration. Cultural Providers do not need to be a 501(c)3.

6. How many ArtsMatch projects may I submit for consideration in each funding cycle?

Cultural Providers may submit more than one project for consideration in each funding cycle.

7. If my proposed project is not selected for participation in ArtsMatch, may I re-submit the proposed project for consideration in the next funding cycle?

Yes, Cultural Providers may re-submit a proposed project for consideration in another cycle. All project proposals will be considered for funding as long as the proposed project meets the identified priority for the funding cycle. Please see the Program Guidelines on the ArtsMatch webpage for additional details.

8. Can my proposed project take place outside of the Greater Louisville area or Kentucky?

All projects must serve the geographic area identified for each ArtsMatch funding cycle. Please see the Program Guidelines on the ArtsMatch webpage for additional details on the geographic area to be served in the next ArtsMatch funding cycle.

9. What information is required to submit a project for consideration?

All project submissions must include: contact information for the Cultural Provider, a project narrative, an itemized budget, an image or logo that represents the Cultural Provider or the proposed project, and, if applicable, a copy of the Cultural Provider's 501(c)3 tax designation letter. Please see the ArtsMatch application Program Guidelines on the ArtsMatch webpage for additional details.

10. Are there any precautions I should take when submitting my project image?

The Cultural Provider must ensure that all images included in the project submission are owned by the Cultural Provider and/or the Cultural Provider has obtained authorization from the image owner to use the image. Any penalties incurred for use of unauthorized images will be the responsibility of the Cultural Provider and not the Fund for the Arts.

11. What size/format should the image file be for my project? Can I submit more than one image?

Ideal image sizes would be 250 x 198px and in either jpg or png format. You are welcome to submit more than one image although only one will be displayed on your project's ArtsMatch crowdfunding page.

12. Can I submit a video for my project? If so, what are the guidelines?

Yes, you may submit a video as part of your project proposal. To submit a video, please upload it to YouTube and then include the link to the YouTube video in your project proposal.

13. How are projects selected to participate in ArtsMatch?

Project proposals are reviewed by a committee consisting of community leaders whose work is closely related to each funding cycle's identified priority as well as Fund for the Arts staff and board members.

14. How will I know if my project is selected for participation in ArtsMatch?

All Cultural Providers will be notified of their proposed project's funding status via an email to the Cultural Provider's Executive Director or leadership and to the primary contact named in the project proposal. If your project is selected for participation, the notification email will include detailed instructions and information on next steps and what is required of ArtsMatch selected projects.

15. If my project is selected for participation in ArtsMatch, what are my responsibilities?

Each project selected for participation in ArtsMatch will work with the Fund for the Arts to compose the written content for a customized crowdfunding page on the Fund for the Arts website. The Cultural Provider will sign a letter of agreement with the Fund for the Arts which details the roles and responsibilities of the Fund for the Arts and Cultural Provider. In close collaboration, the Fund for the Arts and the Cultural Provider will promote the selected project, encouraging the community to make donations in support of the selected project during the crowdfunding period. Once each crowdfunding period closes, the Cultural Provider may implement the project. Within 30 days of the conclusion of the project, the Cultural Provider must complete an Impact Report via the Fund for the Arts website.

16. Can I edit my project's crowdfunding page once the crowdfunding window opens?

Once the project description and image have been approved and the project's customized crowdfunding page is live on the Fund for the Arts website, the content may not be edited. However, if you have necessary changes, please contact Kat Abner at kabner@fundforthearts.org immediately upon learning that the changes are needed.

17. When and how long is the crowdfunding window?

Each funding cycle has a specified crowdfunding window, which is approximately two months in length. Please see the Program Guidelines on the ArtsMatch webpage for additional details on the crowdfunding window for each ArtsMatch funding cycle.

18. Can my project receive cash and/or check donations?

Donations made via check are allowed. Checks must be made out to the Fund for the Arts with "ArtsMatch" and the project title included in the check memo line. Each check donation must be accompanied by a letter that includes the donor's full name, phone number, mailing address, and email address. All check donations must be mailed to:

> Kat Abner
> Impact Officer
> Fund for the Arts
> 623 W. Main Street
> Louisville, KY 40202

All check donations must be received by the Fund for the Arts prior to the end of the crowdfunding period that it is stated in the Program Guidelines on the ArtsMatch webpage. Cash donations cannot be accepted.

19. Am I guaranteed the full amount of match dollars I am approved to receive on my project?

Fund for the Arts will match dollar-for-dollar the funds raised via the crowdfunding platform for each selected project (with the total matching funds not to exceed the lesser of one-half of the total approved project budget or $10,000).

20. Can I raise funds over my goal? Will these funds be matched by the Fund for the Arts?

Cultural Providers may raise funds that exceed the project goal; however, the funds raised above the project goal will not be matched.

21. What happens if my project does not meet its fundraising goal?

Projects that do not reach their fundraising goal will have the option to adapt the project to fit the funds raised. Projects that do not reach their fundraising goal will be required to submit an updated project proposal to the Fund for the Arts for approval before the grant payment will be issued and project implementation can begin.

22. When will I receive the funds for my project and how will the funds be disbursed?

Once the crowdfunding period closes, a single grant payment will be issued to the Cultural Provider. The payment will include the funds raised through crowdfunding and the matching funds provided by the Fund for the Arts.

23. How do I know who donated to my project?

Donations will appear on the project's crowdfunding page as gifts are made to your project. At the end of the crowdfunding period, the Cultural Provider will receive a report of all donations to its project, including any information provided by the donor, such as name, address, phone number, email address, etc. Please note that some donors may choose to make their gift anonymously.

24. Do I need to thank donors to my project?

Cultural Providers are not required to thank donors who contributed to the project. The Fund for the Arts encourages Cultural Providers to thank each donor for his/her contribution. The Fund for the Arts will send to each donor an acknowledgement letter and tax receipt recognizing his/her gift.

25. Am I required to, or can I, provide donor benefits?

Providing benefits to donors who contribute to the project is not required. If you choose to offer donor benefits, the benefits must be fully tax deductible.

26. What is the "covered fee" on donations?

Every donation has a transaction fee deducted by everydayhero. When making a donation on the project's crowdfunding page, the donor is given the option to cover the transaction fee. If the donor chooses to cover the fee, Fund for the Arts will count the amount of the fee as a donation to the ArtsMatch project and match it.

27. Are online donations secure?

Online gifts for ArtsMatch are processed through everydayhero. You can read everydayhero's Terms and Conditions and Privacy Policy here: https://everydayhero.com/au/terms.

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28. Can I implement my ArtsMatch project before the crowdfunding window closes?

No, selected projects must be implemented during the time period outlined in the Program Guidelines on the ArtsMatch webpage.

29. What if I am unable to complete my project during the required implementation period?

Cultural Providers should contact Kat Abner, kabner@fundforthearts.org, as soon as possible if it is determined that the project cannot be completed within the required implementation period. The Fund for the Arts and the Cultural Provider will work together to review the project progress and determine an alternative timeline for project completion.

30. Who do I contact if I have additional questions about ArtsMatch?

If you have any additional questions about ArtsMatch, please contact Kat Abner at (502) 582-0127 or kabner@fundforthearts.org.